## Claims

1. A catalyst carrier comprising:

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- a ceramic substrate composed mainly of ceramics; and
- a pre-coat layer applied on the ceramic substrate,
- wherein the pre-coat layer comprises titanium oxide (TiO<sub>2</sub>) in an amount of at least 30 mass %.
  - 2. The catalyst carrier according to claim 1, wherein at least a part of said  $TiO_2$  is rutile type  $TiO_2$ .
- 3. The catalyst carrier according to claim 2, wherein a ratio of the rutile type TiO<sub>2</sub> to the whole TiO<sub>2</sub> is at least 50 mass %.
  - 4. The catalyst carrier according to any of claims 1 to
  - 3, wherein an amount of the pre-coat layer per unit volume of the catalyst carrier (amount of the pre-coat layer/volume of the catalyst carrier) is 5 to 200 g/liter.
  - 5. The catalyst carrier according to any of claims 1 to 4, wherein the ceramics is cordierite.
  - 6. The catalyst carrier according to any of claims 1 to 5, wherein the ceramic substrate is a honeycomb structure.
- 7. A catalyst body comprising: the catalyst carrier according to any one of clams 1 to 6; and alkali metal and/or alkaline earth metal loaded on the catalyst carrier.